



Retail Market Potential

Trade area
Area: 93.8 square miles

Prepared by Esri

| Demographic Summary | | 2022 | 2027 |
|----------------------------|--|-------------|-------------|
| Population | | 157,916 | 183,568 |
| Population 18+ | | 112,696 | 130,736 |
| Households | | 52,747 | 61,005 |
| Median Household Income | | \$94,222 | \$106,484 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|------------------------------|------------|
| Apparel (Adults) | | | |
| Bought any men's clothing in last 12 months | 65,092 | 57.8% | 105 |
| Bought any women's clothing in last 12 months | 54,825 | 48.6% | 100 |
| Bought any shoes in last 12 months | 83,294 | 73.9% | 102 |
| Bought any fine jewelry in last 12 months | 22,865 | 20.3% | 106 |
| Bought a watch in last 12 months | 17,519 | 15.5% | 109 |
| Automobiles (Households) | | | |
| HH owns/leases any vehicle | 49,671 | 94.2% | 105 |
| HH bought/leased new vehicle last 12 months | 5,970 | 11.3% | 118 |
| Automotive Aftermarket (Adults) | | | |
| Bought gasoline in last 6 months | 103,614 | 91.9% | 104 |
| Bought/changed motor oil in last 12 months | 56,865 | 50.5% | 106 |
| Had tune-up in last 12 months | 29,651 | 26.3% | 107 |
| Beverages (Adults) | | | |
| Drank non-diet (regular) in last 6 months | 47,878 | 42.5% | 108 |
| Drank beer/ale in last 6 months | 48,233 | 42.8% | 105 |
| Cameras (Adults) | | | |
| Own digital point & shoot camera/camcorder | 9,702 | 8.6% | 88 |
| Own digital SLR camera/camcorder | 12,048 | 10.7% | 109 |
| Printed digital photos in last 12 months | 30,910 | 27.4% | 108 |
| Cell Phones (Adults/Households) | | | |
| Bought cell phone in last 12 months | 36,879 | 32.7% | 100 |
| Have a smartphone | 106,922 | 94.9% | 103 |
| Have a smartphone: Android phone (any brand) | 42,488 | 37.7% | 95 |
| Have a smartphone: Apple iPhone | 66,118 | 58.7% | 111 |
| Number of cell phones in household: 1 | 13,002 | 24.6% | 80 |
| Number of cell phones in household: 2 | 19,609 | 37.2% | 97 |
| Number of cell phones in household: 3+ | 19,582 | 37.1% | 128 |
| HH has cell phone only (no landline telephone) | 38,420 | 72.8% | 109 |
| Computers (Households) | | | |
| HH owns a computer | 45,596 | 86.4% | 106 |
| HH owns desktop computer | 21,458 | 40.7% | 107 |
| HH owns laptop/notebook | 37,626 | 71.3% | 109 |
| HH owns any Apple/Mac brand computer | 12,866 | 24.4% | 109 |
| HH owns any PC/non-Apple brand computer | 37,775 | 71.6% | 108 |
| HH purchased most recent computer in a store | 21,105 | 40.0% | 108 |
| HH purchased most recent computer online | 13,095 | 24.8% | 110 |
| HH spent \$1-\$499 on most recent home computer | 8,154 | 15.5% | 100 |
| HH spent \$500-\$999 on most recent home computer | 11,134 | 21.1% | 111 |
| HH spent \$1,000-\$1,499 on most recent home computer | 7,198 | 13.6% | 114 |
| HH spent \$1,500-\$1,999 on most recent home computer | 2,936 | 5.6% | 106 |
| HH spent \$2,000+ on most recent home computer | 2,772 | 5.3% | 111 |

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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| Convenience Stores (Adults) | | | |
| Shopped at convenience store in last 6 months | 73,078 | 64.8% | 103 |
| Bought brewed coffee at convenience store in last 30 days | 12,084 | 10.7% | 86 |
| Bought cigarettes at convenience store in last 30 days | 6,366 | 5.6% | 79 |
| Bought gas at convenience store in last 30 days | 46,256 | 41.0% | 109 |
| Spent at convenience store in last 30 days: \$1-19 | 8,904 | 7.9% | 104 |
| Spent at convenience store in last 30 days: \$20-\$39 | 10,752 | 9.5% | 93 |
| Spent at convenience store in last 30 days: \$40-\$50 | 9,500 | 8.4% | 99 |
| Spent at convenience store in last 30 days: \$51-\$99 | 7,383 | 6.6% | 108 |
| Spent at convenience store in last 30 days: \$100+ | 25,328 | 22.5% | 110 |
| Entertainment (Adults) | | | |
| Attended a movie in last 6 months | 58,231 | 51.7% | 108 |
| Went to live theater in last 12 months | 12,439 | 11.0% | 110 |
| Went to a bar/night club in last 12 months | 21,575 | 19.1% | 113 |
| Dined out in last 12 months | 60,787 | 53.9% | 107 |
| Gambled at a casino in last 12 months | 13,565 | 12.0% | 106 |
| Visited a theme park in last 12 months | 18,538 | 16.4% | 115 |
| Viewed movie (video-on-demand) in last 30 days | 14,724 | 13.1% | 101 |
| Viewed TV show (video-on-demand) in last 30 days | 9,858 | 8.7% | 103 |
| Watched any pay-per-view TV in last 12 months | 8,018 | 7.1% | 111 |
| Downloaded a movie over the Internet in last 30 days | 9,642 | 8.6% | 112 |
| Downloaded any individual song in last 6 months | 24,391 | 21.6% | 110 |
| Used internet to watch a movie online in the last 30 days | 42,319 | 37.6% | 110 |
| Used internet to watch a TV program online in last 30 days | 27,539 | 24.4% | 111 |
| Played a video/electronic game (console) in last 12 months | 16,106 | 14.3% | 122 |
| Played a video/electronic game (portable) in last 12 months | 8,828 | 7.8% | 131 |
| Financial (Adults) | | | |
| Have home mortgage (1st) | 51,348 | 45.6% | 126 |
| Used ATM/cash machine in last 12 months | 70,169 | 62.3% | 103 |
| Own any stock | 13,397 | 11.9% | 99 |
| Own U.S. savings bond | 6,038 | 5.4% | 87 |
| Own shares in mutual fund (stock) | 12,273 | 10.9% | 98 |
| Own shares in mutual fund (bonds) | 7,176 | 6.4% | 91 |
| Have interest checking account | 39,939 | 35.4% | 100 |
| Have non-interest checking account | 39,330 | 34.9% | 99 |
| Have savings account | 80,921 | 71.8% | 105 |
| Have 401K retirement savings plan | 28,735 | 25.5% | 117 |
| Own/used any credit/debit card in last 12 months | 102,233 | 90.7% | 102 |
| Avg monthly credit card expenditures: \$1-110 | 13,291 | 11.8% | 99 |
| Avg monthly credit card expenditures: \$111-\$225 | 9,757 | 8.7% | 110 |
| Avg monthly credit card expenditures: \$226-\$450 | 9,936 | 8.8% | 100 |
| Avg monthly credit card expenditures: \$451-\$700 | 9,792 | 8.7% | 108 |
| Avg monthly credit card expenditures: \$701-\$1,000 | 8,898 | 7.9% | 105 |
| Avg monthly credit card expenditures: \$1001-2000 | 11,999 | 10.6% | 107 |
| Avg monthly credit card expenditures: \$2001+ | 10,667 | 9.5% | 106 |
| Did banking online in last 12 months | 64,676 | 57.4% | 108 |
| Did banking on mobile device in last 12 months | 53,867 | 47.8% | 114 |

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| Grocery (Adults) | | | |
| HH used bread in last 6 months | 50,236 | 95.2% | 101 |
| HH used chicken (fresh or frozen) in last 6 months | 37,472 | 71.0% | 103 |
| HH used turkey (fresh or frozen) in last 6 months | 6,850 | 13.0% | 90 |
| HH used fish/seafood (fresh or frozen) in last 6 months | 31,593 | 59.9% | 103 |
| HH used fresh fruit/vegetables in last 6 months | 47,015 | 89.1% | 102 |
| HH used fresh milk in last 6 months | 43,955 | 83.3% | 100 |
| HH used organic food in last 6 months | 12,961 | 24.6% | 98 |
| Health (Adults) | | | |
| Exercise at home 2+ times per week | 47,710 | 42.3% | 104 |
| Exercise at club 2+ times per week | 17,602 | 15.6% | 114 |
| Visited a doctor in last 12 months | 89,769 | 79.7% | 100 |
| Used vitamin/dietary supplement in last 6 months | 69,134 | 61.3% | 101 |
| Home (Households) | | | |
| HH did any home improvement in last 12 months | 20,162 | 38.2% | 112 |
| HH used any maid/professional cleaning service in last 12 months | 11,736 | 22.2% | 109 |
| HH purchased low ticket HH furnishings in last 12 months | 11,670 | 22.1% | 102 |
| HH purchased big ticket HH furnishings in last 12 months | 14,689 | 27.8% | 107 |
| HH bought any small kitchen appliance in last 12 months | 14,361 | 27.2% | 107 |
| HH bought any large kitchen appliance in last 12 months | 9,051 | 17.2% | 110 |
| Insurance (Adults/Households) | | | |
| Currently carry life insurance | 58,456 | 51.9% | 107 |
| Carry medical/hospital/accident insurance | 91,161 | 80.9% | 100 |
| Carry homeowner/personal property insurance | 68,571 | 60.8% | 108 |
| Carry renter's insurance | 11,809 | 10.5% | 98 |
| HH has auto insurance: 1 vehicle in household covered | 13,079 | 24.8% | 84 |
| HH has auto insurance: 2 vehicles in household covered | 19,715 | 37.4% | 121 |
| HH has auto insurance: 3+ vehicles in household covered | 14,321 | 27.2% | 109 |
| Pets (Households) | | | |
| Household owns any pet | 28,767 | 54.5% | 104 |
| Household owns any cat | 10,251 | 19.4% | 85 |
| Household owns any dog | 23,340 | 44.2% | 112 |
| Psychographics (Adults) | | | |
| Represents adults who "completely agree" with the statement: | | | |
| Buying American is important | 35,260 | 31.3% | 88 |
| Buy based on quality not price | 18,457 | 16.4% | 95 |
| Buy on credit rather than wait | 14,813 | 13.1% | 100 |
| Only use coupons brands: usually buy | 13,459 | 11.9% | 87 |
| Will pay more for environmentally safe products | 13,902 | 12.3% | 90 |
| Buy based on price not brands | 31,785 | 28.2% | 98 |
| Am interested in how to help the environment | 22,466 | 19.9% | 97 |
| Reading (Adults) | | | |
| Bought digital book in last 12 months | 20,066 | 17.8% | 102 |
| Bought hardcover book in last 12 months | 27,895 | 24.8% | 101 |
| Bought paperback book in last 12 month | 35,022 | 31.1% | 100 |
| Read any daily newspaper (paper version) | 11,685 | 10.4% | 67 |
| Read any digital newspaper in last 30 days | 56,894 | 50.5% | 102 |
| Read any magazine (paper/electronic version) in last 6 months | 100,579 | 89.2% | 101 |

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| Restaurants (Adults) | | | |
| Went to family restaurant/steak house in last 6 months | 81,757 | 72.5% | 108 |
| Went to family restaurant/steak house: 4+ times a month | 25,278 | 22.4% | 108 |
| Went to fast food/drive-in restaurant in last 6 months | 104,151 | 92.4% | 102 |
| Went to fast food/drive-in restaurant 9+ times/month | 48,962 | 43.4% | 115 |
| Fast food restaurant last 6 months: eat in | 30,279 | 26.9% | 118 |
| Fast food restaurant last 6 months: home delivery | 15,645 | 13.9% | 120 |
| Fast food restaurant last 6 months: take-out/drive-thru | 68,646 | 60.9% | 109 |
| Fast food restaurant last 6 months: take-out/walk-in | 25,430 | 22.6% | 106 |
| Television & Electronics (Adults/Households) | | | |
| Own any tablet | 68,269 | 60.6% | 108 |
| Own any e-reader | 13,902 | 12.3% | 101 |
| Own e-reader/tablet: iPad | 43,934 | 39.0% | 112 |
| HH has Internet connectable TV | 24,996 | 47.4% | 111 |
| Own any portable MP3 player | 15,543 | 13.8% | 101 |
| HH owns 1 TV | 8,962 | 17.0% | 87 |
| HH owns 2 TVs | 12,765 | 24.2% | 88 |
| HH owns 3 TVs | 13,296 | 25.2% | 114 |
| HH owns 4+ TVs | 13,190 | 25.0% | 120 |
| HH subscribes to cable TV | 18,697 | 35.4% | 95 |
| HH subscribes to fiber optic | 2,717 | 5.2% | 95 |
| HH owns portable GPS navigation device | 9,735 | 18.5% | 90 |
| HH purchased video game system in last 12 months | 4,446 | 8.4% | 109 |
| HH owns any Internet video device for TV | 27,507 | 52.1% | 115 |
| Travel (Adults) | | | |
| Took domestic trip in continental US last 12 months | 64,957 | 57.6% | 108 |
| Took 3+ domestic non-business trips in last 12 months | 15,600 | 13.8% | 110 |
| Spent on domestic vacations in last 12 months: \$1-999 | 14,789 | 13.1% | 105 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499 | 9,232 | 8.2% | 132 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999 | 4,740 | 4.2% | 111 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999 | 5,161 | 4.6% | 122 |
| Spent on domestic vacations in last 12 months: \$3,000+ | 7,945 | 7.0% | 110 |
| Domestic travel in last 12 months: used general travel website | 6,811 | 6.0% | 102 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 42,209 | 37.5% | 113 |
| Took 3+ foreign trips by plane in last 3 years | 9,208 | 8.2% | 103 |
| Spent on foreign vacations in last 12 months: \$1-999 | 9,362 | 8.3% | 115 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999 | 4,960 | 4.4% | 114 |
| Spent on foreign vacations in last 12 months: \$3,000+ | 7,309 | 6.5% | 108 |
| Foreign travel in last 3 years: used general travel website | 8,233 | 7.3% | 112 |
| Nights spent in hotel/motel in last 12 months: any | 54,628 | 48.5% | 107 |
| Took cruise of more than one day in last 3 years | 13,660 | 12.1% | 112 |
| Member of any frequent flyer program | 31,660 | 28.1% | 114 |
| Member of any hotel rewards program | 32,464 | 28.8% | 112 |

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